

Sustainable farming and critical habitat conservation to achieve biodiversity mainstreaming and protected areas management effectiveness in Western Cameroon – SUFACHAC

Terms of Reference to Support the Designing, Development and Management of the Portal Web Site for Project Information Sharing

Context:

The Project Sustainable Farming and Critical Habitat Conservation to achieve Biodiversity Mainstreaming and Protected Areas Management Effectiveness in Western Cameroon (SUFACHAC) is a biodiversity conservation and Development project of the Republic of Cameroon funded by United Nation's Environmental Programme (UNEP) and executed by the Global Environmental Facility (GEF), Ministry of Environment, Nature Protection & Sustainable Development (MINEPDED) in partnership with the University of Dschang, Environment and Rural Development Foundation and Chede Cooperative Union.

SUFACHAC is implemented in the South West Region - a biodiversity hotspot of global significance that supports a high diversity of animal and plant species, large numbers with restricted ranges, and many of which are threatened. The project area is part of the volcanic mountain chain that connects Mount Cameroon with the Adamaoua massif. The mountain chain protects a densely forested and undulating landscape that covers much of the South-West Region. This set of characteristics have made the South West the subject long-term investment in conservation and development efforts by several national and international actors but the Ministry of Environment has been largely absent from this process. The result is that the quality of Environment and Social Impact Assessments for nearby development projects has been weak, and non-existent for management of Protected Areas, even though both require ESIs according to the Cameroonian legal framework

Similarly, the history of conservation initiatives within SUFACHAC Area has been typified by a series of short term projects that have come and gone, often closing before achieving their stated objectives (such as securing the gazettelement and long-term management of proposed PAs), and not leaving behind improved livelihood initiatives that will be sustained in the absence of a continued subsidy.

SUFACHAC makes explicit reference to the 9th Conference of the Parties to the Convention of Biological Diversity (CBD) which requested all parties to ensure Pas contribute to the eradication of poverty and sustainable development and to the Revised Strategic Plan for Biodiversity 2011-2020 including the Aichi Targets which were adopted at the 10th COP, and Decision No. UNEP/CBD/COP/DEC/XI/3 of 5 December 2012 adopted at the 11th COP on "Monitoring progress in implementation of the Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets"

The overall goal of SUFACHAC is to support progress towards many Aichi targets and indicators. Specifically, the project aims to:

- Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society;
- Reduce the direct pressures on biodiversity and promote sustainable use; and
- Improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity, with relevance to Target.

The project has as vision that "By 2020, at the latest, biodiversity values have been integrated into national and local development and poverty reduction strategies and planning processes and are being incorporated into national accounting, as appropriate, and reporting systems through "developing policies considering biodiversity and ecosystem service in environmental impact assessment and strategic environmental assessment"

Justification:

As a recently launched biodiversity conservation and development project that is being implemented by many partners in the South West Region, it is crucial for the SUFACHAC's management to ensure effective communication among its stakeholders, particularly those around protected areas. Also, since most of the activities implemented by SUFACHAC will require stakeholder awareness, knowledge and ultimately behaviour change, communication through a website will play an important role in the successful implementation of the project.

Similarly, the South West Region already has several big actors implementing conservation and development initiatives such as PSMNR-SWR, WWF EruDef and WCS who have already branded themselves as key conservation and development players in the region. This therefore means that though the project will work in collaboration with these key players, SUFACHAC must build a strong communication around its activities to stand out among these existing actors. Hence the need for a website that will meet its online communication needs.

Goal:

Conceive and create a bilingual website (English and French) dynamic and integrated «CMS (*content management system*)» for the communication and sharing of relevant information to the implementation of the SUFACHAC Project.

Objectives:

- Publicize the SUFACHAC project and communicate its activities,
- Provide partners and communities with reliable information about society,
- Design all iconographic elements related to the site,
- Digitize the data that is needed,
- Create graphical elements (background, buttons, icons ...),
- Include an internal search engine,
- Provide tools for monitoring site statistics,

- Train staff responsible for updating the site, managing the site on a daily basis,
- Reserve the domain name and host the site realized for one year with a host of first order,
- Set up a procedure for safeguarding the website,
- Respect delivery deadlines;

Outputs:

- The communication on the activities of the SUFACHAC project is visible "on line" and the website popular and attractive (well referenced),
- Reliable project information is available in English and French,
- The graphic design of the website is carried out;
- Textual searches are possible on the SUFACHAC website,
- The statistical tools on the site visits or the number of clicks is functional
- One or two members of the project coordination staff are trained in the management and updating of the website.
- The hosting of the site is insured for one year and the domain name acquired;
- The website, containing content, is posted online;

Target :

- National and international public opinion
- National and international partners
- Cameroon Donors
- Local community
- Press
- researchers
- Students

Methodology:

The Consultant will present a work plan based on the duration of the mission and also elaborating on the various expected Outputs.

Profile of Consultant:

Required qualification and experience:

The webmaster who often endorses the caps of technician, editor and graphic designer must:

- Master programming languages such as HTML, JavaScript, Dreamweaver, ASP, PHP, Flash or Java
- Excellent technical knowledge in Web Content Management (CMS)
- Good writing and design skills
- Making technology watch

It is important that the webmaster has developed certain skills, other than technical, such as:

- The rigor
- Creativity and imagination
- Communication
- Autonomy / taste of teamwork
- Graduates of a bac +3 to bac +5, coming from an engineering school (option Internet). Proficient in French and English

Main responsibilities

The following tasks should be executed by the consultant:

- Set guidelines on collaborative management and conservation incentive
- Submit end of assignment report

Deliverables

- Rapport de réalisation du site web
- Code source du site web et mot de passe administrateur
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Composition of file:

- A cover letter indicating interest to take up this assignment
- Curriculum vitae (CV)
- A technical proposal which should consist of methodology and workplan for the assignment
- A financial offer indicating the unit price

Duration of consultancy: 20days

How to apply: Interested persons can obtain further information every working day from 7:30 am to 3:30 pm local time at the address below:

National Direction of the SUFACHAC project

Located on the 6th floor of the Ministerial Building No. 2, Door 619.

Tel: (237) 679 26 28 72, 673 932 373

Email: sufachacproject@gef-cameroon.org with copies to:

- Justin.nantchou@gef-cameroon.org
- Jhmoudingo.sufachac@gef-cameroon.org
- earrah.sufachac@gef-cameroon.org
- vjouoguep.sufachac@gef-cameroon.org